GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:2954
ANSWERED ON:02.12.2016
Breastfeeding Practices
Bhatt Smt.Ranjanben;Simha Shri Prathap

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the Government has launched any programme to promote breastfeeding practices, educate mothers to breastfeed new born children for the first six months and if so, the details thereof;

(b) whether baby food manufacturing companies are putting a hurdle in it;

(c) if so, whether the Government has taken any action against them so far and if so, the details thereof;

(d) whether the Government is aware that several women are willing to donate milk to banks but insufficient awareness and the logistical challenges of transporting milk safely from mother''s homes to hospitals are the key hindrances to having more milk banks in the country and if so,
the reasons therefor;

(e) whether the Government proposes to launch a media campaign to promote Mother''s Milk Bank to feed premature babies or for mothers with transmittable diseases who cannot breastfeed and if so, the details thereof;

(f) whether the only law related to breastfeeding in India is Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) formulated in 1992 and if so, the details of regulations thereunder;

(g) whether the Government is aware that India has only 18 Mother''s Milk Banks or Donor Milk Banks, while Brazil is said to have the world''s most extensive network
of 217 human milk banks and if so, the reasons therefor; and

(h) whether banked breast milk has the potential to save 1,56,000 premature babies a year, but there are not enough donor banks/ milk banks and if so, the reasons therefor?

Answer

ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI FAGGAN SINGH KULASTE)
(a): Yes. The Ministry of Health and family Welfare, Government of India has recently launched "MAA- Mother's Absolute Affection" programme in the country to improve breastfeeding coverage and appropriate breastfeeding practices in the country. Under the programme, greater emphasis is laid on capacity building of the health workers on lactation management at both community and facility levels and 360 degree IEC campaign to create awareness and educate young women about the benefits of breastfeeding.

(b) & (c): There are no such complaint on this matter reported at Central level.

(d) to (h): The matter regarding Human Milk Banking is still under discussion.

The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992 (IMS Act), amended in 2003, has been enacted by Government of India in the country to protect and promote breastfeeding and ensure proper use of infant foods. This act provides for the regulation and irrational promotion of production, supply and distribution of infant milk substitutes, feeding b